

# M2M Solutions

## Fleet Management Industry Case Study

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Telcel, one of Latin America's largest wireless carriers, helps businesses and individuals reduce losses from vehicle and cargo theft using TechnoCom's VeoLocation™ platform powered by the Kyocera 200 Module.

Through Telcel's partnership with Grupo Secusat, a Venezuelan security company, the company has created a unique suite of location services that differentiate it from its competitors.



### Objective

Telcel had made an early foray into location services in 1998. While the service proved profitable, Telcel's previous system had technical limitations that prevented expansion into more sophisticated location services. When Telcel upgraded its voice network to a 3G CDMA2000® 1X data network, it saw a market opportunity for a broader offering. To accomplish this, Telcel needed a superior technical solution and a partner with a smart, cost-effective, long-range plan for expanding capabilities and services.

### Solution Description

The company turned to TechnoCom for its next-generation solution built on the Kyocera 200 Module. By leveraging TechnoCom's VeoLocation platform, a turnkey end-to-end Fleet Management System and the Kyocera module, Telcel was able to seamlessly deploy a new, branded system to its corporate customers.

The Kyocera 200 Module provides the telemetry functionality that enables Telcel customers to collect real-time data on vehicle location and usage via the Telcel wireless network. This enables vehicle location at any time, immediate responsiveness to emergencies, and simplified collection and analysis of data on daily activities. Additionally, the TechnoCom solution includes a wide range of monitoring, reporting, and analysis tools to help Telcel customers improve operations in areas such as employee productivity and safety, dispatch effectiveness, and financial management.



### Telcel

#### Company Description

- One of Latin America's largest wireless carriers
- Partnering with Grupo Secusat, a Venezuelan security company
- Offering vehicle tracking services to businesses and individuals

#### Objectives

- Expand into more sophisticated vehicle location service offerings
- Increase return on investment
- Differentiate itself from the competition

#### Solution Description

- Implement TechnoCom's turnkey Fleet Management System built on the Kyocera 200 Module
- Two-way data transmission via Telcel's 3G CDMA2000® 1X network
- Integrate a wide range of monitoring, reporting, and analysis tools to help businesses improve operations

#### Results

- Enabled significant expansion of location services offered
- Lowered customers' total cost of ownership through remote programming and upgrading
- Increased ARPU versus traditional voice services
- Positioned Telcel as a leading location services provider for corporate and consumer customers

In addition to standard vehicle location services, the TechnoCom solution provides value-added services such as an on-board alert engine enabling the Kyocera 200 Module to immediately report vehicular-based exceptions such as geo-zones and speeding violations as well as a variety of highly sensitive security violations. Beyond this, Telcel also has opportunities to expand its services into markets for additional services. By using Technocom's flexible technology platform, Telcel can easily integrate other corporate or consumer-based revenue generating services such as stolen vehicle recovery.

### Results

By leveraging TechnoCom's VeoLocation platform with the Kyocera 200 Module, Telcel has successfully expanded its location services offerings and differentiated itself from the competition. Telcel now has the capabilities to offer both corporate and consumer location services to all of its customers.

From a competitive perspective, Telcel now provides customers with superior value location services. The company's in-vehicle mobile units are now programmed remotely, which has significantly reduced the time and expense of technology upgrades and the total cost of ownership for Telcel customers. Using the TechnoCom system has also helped Telcel significantly increase the average revenue per unit (ARPU) versus traditional voice services.

With the advances enabled by the TechnoCom and Kyocera technologies, Telcel continues to grow its business and expand the services it can offer its customers.

With  
TechnoCom's  
VeoLocation  
platform using the  
Kyocera 200 Module,  
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expanded its location  
services offerings  
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itself from the  
competition.



Visit our Web site at [www.kyocera-wireless.com](http://www.kyocera-wireless.com).

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